

ORDER



Orders
Order / Rev: 1206168
Alt Order #: 07438357
Product Desc: GRIFFITH 4 GOVERNOR
Estimate: 349
Flight Dates: 10/14/14 - 10/18/14
Original Date / Rev: 10/14/14 / 10/14/14
Order Type: Political

WSFA

Primary AE: Ashley Demby
Sales Office: H-DC
Sales Region: National

Agency Name: Hulsen Media Services
Buying Contact:
Billing Contact:
 2400 Laramie Trail
 Austin, TX 78745

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Griffith, Parker/D/Governor/Alaba
Demographic: A35+
Product Codes: PL500
Priority: P 2
Revenue Codes: Agency, Political, Pol-Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/18/14	9	\$7,450.00	\$6,332.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	9	\$7,450.00	\$6,332.50	0.00
Totals	9	\$7,450.00	\$6,332.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Ashley Demby			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WSFA	57%	\$7,450.00
Market	100%	\$13,070.18

Competitive Share

	Share	Total
ABMY	0%	\$0.00
ESFA	0%	\$0.00
KBPN	0%	\$0.00
WAIQ	0%	\$0.00
WAKA	30%	\$3,921.05
WAXC	0%	\$0.00
WCOV	3%	\$392.11
WDIQ	0%	\$0.00
WGIQ	0%	\$0.00
WIIQ	0%	\$0.00
WMCF	0%	\$0.00
WNCF	10%	\$1,307.02
WRJM	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WSFA	10/14/14	10/16/14	Today In Alabama	Comm	6a-7a	-TWT---	:30	2	\$750.00	P 2	0.00	NM	2	\$1,500.00
				Today In Alabama											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/13/14	10/19/14	-TW----		2		\$750.00		0.00					
2	WSFA	10/14/14	10/16/14		Comm	7-9am	-TWT---	:30	1	\$400.00	P 2	0.00	NM	1	\$400.00

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Advertiser: POL/Griffith, Parker/D/Governor/Alabam
 Product Desc: GRIFFITH 4 GOVERNOR
 Estimate: 349

WSFA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NET NBC Today Show															
NBC Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	-TWT---		1			\$400.00			0.00			
3	WSFA	10/14/14	10/16/14	WSFA 12 News at Six - 12pm	Com	6-630pm	-TWT---	:30	3	\$1,100.00	P 2	0.00	NM	3	\$3,300.00
WSFA 12 News at Six - MF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	-TWT---		3			\$1,100.00			0.00			
4	WSFA	10/14/14	10/16/14	WSFA 12 News at Ten - 10pm	Com	10-1035pm	-TWT---	:30	2	\$1,000.00	P 2	0.00	NM	2	\$2,000.00
WSFA 12 News at Ten - MF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	-TW----		2			\$1,000.00			0.00			
N 5	WSFA	10/18/14	10/18/14	WSFA 12 News at Six - 6pm	Com	Sa 6-7pm	-----S-	:30	1	\$250.00	P 2	0.00	NM	1	\$250.00
WSFA 12 News at Six-Sat															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/13/14	10/19/14	-----S-		1			\$250.00			0.00			
													Totals	9	\$7,450.00

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP
CHANGES
OCT14/14 18.20
*** WSFA-TV ***

REP. # _____ OFF. # _____ SALESMAN # _____
BUYER NAME KRISTIN BLACK _____

BUYER NAME	KRISTIN BLACK
SALES PRSN	WA- ASHLEY DEMBY

	CLASS: NATL.	LOCAL	REGIONAL
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WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____
DATE OCT14/14 18.20

THANKS MATT FOR ASHLEY

THIS ORDER. PLEASE CONFIRM. THANKS, DENICE

PARKER GRIFFITH FOR GOVERNOR 15 MINUTE SEEP

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5	A		600P-700P	30		\$250.00	10/18	10/18	1		SAT	1
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 349												
PROGRAM : WSFA 12 NEWS AT 6P CON COM1 : WSFA 12 NEWS AT 6P												

PROGRAM : WSFA 12 NEWS AT 6P
CON COM1: WSFA 12 NEWS AT 6P

REP HEADLINE# 7438357 TRF# 1206168
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-528-9383 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT14/14 18.20
CHANGES ** WSFA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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OCT/14			\$7,450.00									
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CONTRACT TOTAL \$7,450.00
TOTAL SPOTS 9

MARKET TOTALS \$12,631 WSFA 57% WNCN 10% WAKA 30% WCOV 3% CABL 0% WBNM 0% WIYC 0%
ESFA 0%

ESTIMATED SHARES

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 7438357 TRF# 1206168 REP: TEL# 703-528-9383 FAX# 703-516-9680
\$\$\$ MOD# 0 : APPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT14/14 18.23
ORDER WORKSHEET HARRIS REPORT FROM STATION *** WSFA-TV ***

ADV # ADV. NAME POLI/P GRIFFITH/D/GOV/AL REP. # OFF. # SALESMAN #
AGY # AGY. NAME HULSEN MEDIA SERVICES BUYER NAME KRISTIN BLACK

2400 LARAMIE TRAIL
AUSTIN, TX 78745
SALES PRSN WA- ASHLEY DEMBY

ORDER # CONTRACT # 7438357 CLASS: NATL. LOCAL REGIONAL

PRDCT GRIFFITH 4 GOVERNOR EST#349 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT14/14 OCT18/14 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT14/14 18.23

REP: REVISION 10/14
ADDED LINE 5 WITH CREDIT ON HDLN #7427921
TTL \$7,450 @ 9X
PLEASE CONFIRM
THANKS MATT FOR ASHLEY

STA: THE FOLLOWING SPOT WAS MISSED ON HL #7427921:
1X SAT 10/11 :30 6-7P \$250.00
PLEASE SEE IF THE AGY WILL LET US ADD 1X SAT 10/18 :30 6-7P \$250.00 TO
THIS ORDER. PLEASE CONFIRM. THANKS, DENICE

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NOTICE: PARKER GRIFFITH FOR GOVERNOR 15 MINUTE SEP
CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL \$7,450.00
TOTAL SPOTS 9